

# Case Study

## Empowering Growth at Dubai Sports City

*Trident Delivers Robust Support and Optimization Through Microsoft Dynamics AX 2012*



**Industry:** Sports, Leisure & Real Estate

**Location:** UAE

**Solution Implemented:** Microsoft Dynamics AX 2012 – Support



### ABOUT CUSTOMER

Dubai Sports City is a visionary mixed-use development in the UAE, combining sports, lifestyle, and residential experiences. With world-class stadiums, academies, retail outlets, and a growing community, Dubai Sports City plays a pivotal role in promoting sports and wellness. Managing such a diverse ecosystem requires an integrated approach to financials, operations, and asset management.

### CHALLENGES

**Dubai Sports City Faced Several Operational and Strategic Challenges:**

- **Complex Multi-Entity Operations** – Managing multiple business units (sports, real estate, retail) under one umbrella without unified processes created operational complexity.
- **Inadequate Integration with External Systems** – Lack of seamless integration with third-party applications like ticketing, CRM, and HR systems hindered efficiency.
- **Scalability Issues** – As Dubai Sports City expanded, the existing system struggled to adapt to increased data loads and user demands.
- **Inefficient Budgeting & Forecasting** – Manual consolidation of data across departments slowed down budget planning and financial forecasting.
- **Compliance & Audit Readiness Gaps** – Difficulty in generating audit-ready reports and tracking compliance metrics created risk during financial reviews.

### SOLUTION IMPLEMENTED

**Trident Delivered the Following Solutions with Microsoft Dynamics AX 2012 Support:**

- **Comprehensive AX 2012 Support** – Ensured uninterrupted functioning of critical business applications through technical troubleshooting and system health checks.
- **Process Streamlining** – Refined workflows across finance, procurement, and operations to reduce duplication and improve efficiency.
- **Data Optimization** – Improved data accuracy and reporting through systematic validation and correction.
- **Performance Monitoring & Tuning** – Enhanced system stability and response time through proactive system performance reviews.
- **User Enablement & Training** – Supported staff with targeted training sessions to ensure effective system use.

### BENEFITS TO CUSTOMER

- **Improved System Stability** ensuring continuous business operations with reduced downtime.
- **Faster Decision-Making** through timely and accurate reporting.
- **Greater Operational Efficiency** by eliminating redundancies and manual errors.
- **Better Resource Planning** with improved asset visibility and control.
- **Enhanced User Confidence** thanks to responsive support and comprehensive training.
- **Long-Term Cost Savings** through process optimization and efficient system use.

### CUSTOMER TESTIMONIAL



“Trident’s support for our AX 2012 environment has been instrumental in maintaining and improving our operations. Their deep understanding of our systems and proactive approach has made them a trusted technology partner.”

— IT Manager, Dubai Sports City

### TRIDENT INFORMATION SYSTEMS



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